

Welcome to the National Sea Grant Office Impacts Webinar

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Impact Statements and Communicating our Value

National Sea Grant Office

Webinar

May 1, 2014

What is an Impact Statement?

Concise summary of verifiable economic, societal and/or environmental benefits of Sea Grant's research, extension, education and communication work.

What is an Accomplishment?

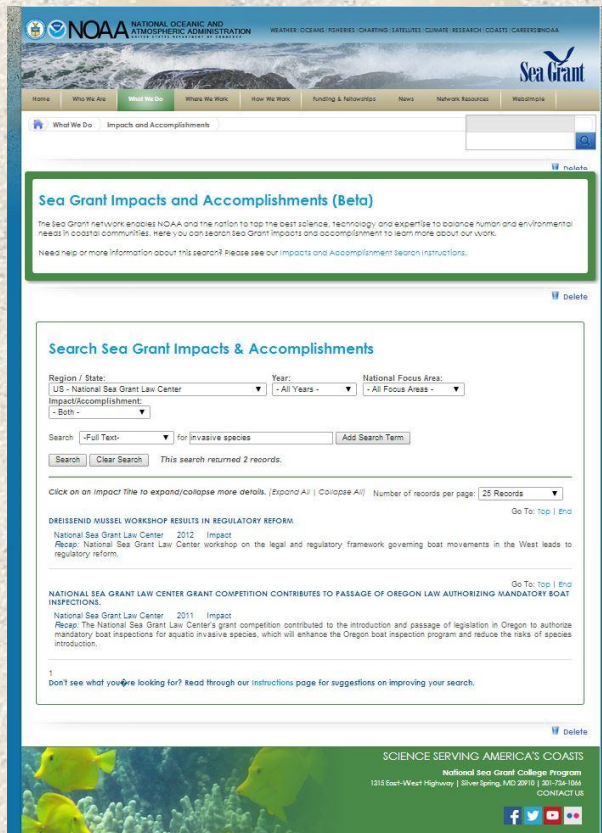
- Effectively describes the key actions, activities or products resulting from Sea Grant activities.
- Reflects ongoing activities or key results that may not yet have had a significant economic, societal and/or environmental benefit, but lay the foundation for one.

What is an Impact Statement?

- 250 words or less
- Written for a lay audience
- Stands alone

How is an Impact Statement Used?

- Sea Grant Impact and Accomplishment Search



The screenshot shows the NOAA Sea Grant website's search interface for impacts and accomplishments. The page features a navigation bar with links like Home, What We Do, and Funding & Networks. Below the navigation bar, there's a section titled "Sea Grant Impacts and Accomplishments (Beta)" with a brief description of the network's role. The main search area, "Search Sea Grant Impacts & Accomplishments," includes dropdown menus for Region/State (set to "U.S. - National Sea Grant Law Center"), Year (set to "All Years"), and National Focus Area (set to "All Focus Areas"). It also has a search box with a "Search" button and a "Clear Search" link. Below the search box, it indicates "This search returned 2 records." Two search results are displayed, each with a title, date, and a brief description. The first result is "DREISENID MUSSEL WORKSHOP RESULTS IN REGULATORY REFORM" from 2012, and the second is "NATIONAL SEA GRANT LAW CENTER GRANT COMPETITION CONTRIBUTES TO PASSAGE OF OREGON LAW AUTHORIZING MANDATORY BOAT INSPECTIONS" from 2011. At the bottom of the page, there's a footer with the text "SCIENCE SERVING AMERICA'S COASTS" and contact information for the National Sea Grant College Program.

How is an Impact Statement Used?

- National Sea Grant Advisory Board
Biennial Report to Congress



How is an Impact Statement Used?

- National Fact Sheets for Briefings

NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
Sea Grant's Role in National Preparedness

Sea Grant Implements National Priorities at the Local Level

Coastal communities in the United States provide vital economic, social and recreational opportunities for millions of Americans. However, decades of population migration have transformed many natural coastal habitats into urban landscapes and intensified the use of finite coastal resources. Between 1970 and 2010, the population of the U.S. coastal watersheds has increased by 45 percent to a total of 164 million, or 52 percent of the nation's population. This population increase has resulted in greater vulnerability of coastal communities and environments to natural and technological hazards.

People living and doing business in coastal communities need to understand the risks associated with coastal hazards. Through the Hazard Resilient Coastal Communities focus area, NOAA Sea Grant helps these communities prepare for and respond to hazardous events.

Sea Grant's locally-based professionals (more than 360 extension agents) live in, and are closely connected to, the communities they serve. As both trusted residents and coastal experts charged with providing balanced and reliable science-based information, Sea Grant agents deliver solutions residents can use. Sea Grant agents' trusted reputations allow them to be effective liaisons within local governing bodies as well as providing access to isolated populations, even in the aftermath of a disaster.

Hazard Resilient Coastal Communities
2009-2013 Strategic Focus Area

Sea Grant's Hazards activities are focused within three areas: helping communities and individuals understand the risks associated with living, working, and doing business along the coast; building community capacity to prepare for and respond to hazardous events; and helping communities respond effectively when events occur. Some highlights from 2013 are:

- *University of Southern California* Sea Grant developed *AdaptLA*, a sea-level rise adaptation planning tool for the city of Los Angeles
- *Louisiana* Sea Grant helped develop the *Financial Resiliency Decision Support Tool* for identifying risk-adjusted financial vulnerability to future natural disasters for local governments
- *Mississippi-Alabama* Sea Grant helped conduct a *Vulnerability-Consequences Adaptation Planning Scenarios* workshop for the City of Orange Beach, AL
- *North Carolina* Sea Grant conducted post-Hurricane Ike damage assessments to determine why some homes survived and why others didn't.
- *Texas* Sea Grant introduced the *Coastal Resiliency Index* (developed by *Mississippi-Alabama* Sea Grant) and implemented the guided self-assessment tool in six coastal communities.

SCIENCE SERVING AMERICA'S COASTS
National Sea Grant College Program
 1315 East-West Highway Silver Spring, MD 20910
 seagrants.noaa.gov
 Joshua Brown | joshua.brown@noaa.gov | (301) 734-1271

Writing Impact Statements

Basic Structure:

State Focus Area

State Goal

Partners

Title

Relevance

Response

Results

Recap

Writing Impact Statements – 4Rs

Relevance:

- Why did our program conduct this effort?
- What needs were originally expressed for this work?
- What was the situation/problem and why was it a problem?
- What aspects of your current implementation plan are addressed?

Writing Impact Statements – 4Rs

Response:

- What did our program do?
- Who were the principal partners, collaborators, contributors?
- What were the key elements?
- Who was the target audience?

Writing Impact Statements – 4Rs

Result:

- What is the social, and/or economic, and/or environmental payoff of our work?
- Who benefitted?
- How?
- What happened as a result of the work described?
- How was information collected to verify the impacts (surveys, observation, etc.)?
- What was the geographic scope of the impact?

Writing Impact Statements – 4Rs

Recap:

- A one sentence recapitulation that captures the essence of the preceding three points.

Writing Impacts - How many?

- We recommend up to five outstanding statements per focus area (or to match your effort within focus areas)
- PRPs in 2012 commented that there were too many accomplishments listed as impacts
- 2012 Impacts – 431

Writing Impact Statements for the Web

- Title: Create concise and descriptive titles that are no more than 120 characters
- Recap: Clear, one sentence recap in layman's terms (no abbreviations and acronyms), written in 3rd person, that has no more than 500 characters
- Word Count: 250 words or less

“Feature Live” Impact for the Web

- Select up to 20 impacts from 2010 – current
- Impacts can be added at any time
- Change which 20 at any time
- Same guidelines:
 - 120 characters for title
 - 500 characters for recap
 - 250 words or less

NSGO Review of Impact & Accomplishments

- Weekly list of new impacts and accomplishments
- Program Officer has two weeks to review (Annual Report – 30 days to approve)
- Feature Live impacts will also be reviewed by NSGO Communication team
- Looking for sensitive topics that might call negative attention to Sea Grant, NOAA or other federal agencies
 - Examples: political lobbying, advocacy
 - We expect you to catch typos and grammar issues before submitting

Tips

- Accomplishments vs Impacts
- Verifiable
- Tense
- Timescale
- Defined Sea Grant Role
- Lay Audience
- Articulate the Significance
- Stand Alone

The background of the slide is a photograph of a beach. The top portion shows waves crashing onto a sandy shore with some dark rocks. The middle portion is a large, rectangular inset showing a close-up of wet sand with several small, smooth, light-colored pebbles or shells scattered across it. The bottom portion shows a group of yellow fish swimming in clear blue water.

EXAMPLES

TITLE: Connecticut Sea Grant and CT NEMO Rain Garden Trainings and Installations Divert 615,700 Gallons of Stormwater Annually

RELEVANCE: With every rainfall, water runs off impervious surfaces such as roofs, driveways, roads and parking lots, collecting pollutants along the way. This runoff has been cited by the United States Environmental Protection Agency as a major source of pollution to our nation's waterways.

RESPONSE: Connecticut Sea Grant and the Connecticut Nonpoint Education for Municipal Officials (NEMO) program have developed outreach programs and webinars to teach landscape professionals, municipal officials, homeowners, and students about the effectiveness of rain gardens as a means for mitigating the deleterious effects of runoff and stormwater. In 2012, two additional trainings with installations were held at Kelly Middle School in Norwich, CT and at the Middlesex County Extension Office in Haddam, CT where, in addition to providing stormwater filtration services, the rain garden will serve as a second demonstration installation for training purposes.

RESULTS: Thirty-three (33) municipal maintenance staff and landscape professionals received hands-on training by participating in the installation of the Norwich rain garden, while 200 middle school students and their teachers learned about the basic function of a rain garden and how to maintain it. The installation of the Haddam garden was filmed for use in the rain garden "App" that was developed and launched in 2012. Since 2011, the combined environmental benefit of six rain garden installations is substantial: an average of 615,700 gallons of water is diverted from the stormwater system and infiltrated into the ground annually. Over time, this will help reduce impacts to downstream water bodies and ultimately coastal waters like Long Island Sound.

RECAP: Six rain gardens installed over two years provided hands-on training for professionals while diverting more than 615,700 gallons of water away from stormwater systems and into the ground annually, reducing downstream water quality impacts.

TITLE: Quick Response by New York Sea Grant Provides Information to Better Manage Hurricane Sandy Impacts

RELEVANCE By acting as a bridge between decision-makers and researchers, New York Sea Grant was able to quickly provide sound information to coastal managers when they needed it most. Hurricane Sandy inflicted tremendous damage along the New York and New Jersey coastlines. The force of the storm's waves and surge opened several breaches through the barrier islands protecting Long Island's south shore. Of particular concern to coastal land managers was a breach in the Fire Island National Seashore in a federal wilderness area. The breach was in a barrier fronting a portion of the mainland containing 13,000 homes collectively valued at \$10 billion dollars. Under state and federal policies, the breach was to be monitored for 45 to 60 days to determine whether it posed a threat to the mainland and should be artificially closed or allowed to close naturally.

RESPONSE The National Park Service (NPS), which was responsible for making the decision regarding closure, asked New York Sea Grant's Coastal Processes Specialist to assist their interagency Breach Assessment Team composed of 35 federal, state and local officials. New York Sea Grant (NYSG) provided the group with research-based information on impacts of new breaches from earlier NYSG efforts and helped them identify data needed to properly evaluate the situation. NYSG worked with researchers at Stony Brook University to identify ongoing field projects that provided some of the needed data, synthesizing and disseminating it to the Assessment Team within two weeks of the storm. NYSG coordinated with researchers and managers to develop and fund a quick response project to collect critical real-time data on physical changes associated with the breach when it became apparent other agencies were not able to respond in a timely manner.

RESULTS NPS used NYSG information to evaluate the condition of the breach and its impacts, and decided not to close it immediately, which would have cost approximately \$6 million. The initial data showed the feature was fairly stable and having minimal impacts on main land tide levels. Recognizing the value of the information, NPS is funding continuation of the data collection program to monitor the breach and its physical impacts to ensure it did not cause increased flooding on the mainland.

RECAP: NYSG provided data and funds needed to assist the National Park Service in their decision-making regarding whether to close a breach along the south shore of Long Island. The breach was in a barrier fronting a portion of the mainland containing 13,000 homes valued a \$10 billion and at most risk from any potential flooding because of the breach.

TITLE: Groundbreaking wetland restoration method opens up new opportunities for large-scale restoration

RELEVANCE: The loss of wetland habitats, particularly freshwater wetlands, has contributed to a marked drop in migratory and resident waterfowl populations and significant water quality problems in bays and bayous. Cost-effective and ecologically successful wetland mitigation is difficult to attain on the Upper Gulf Coast of Texas.

RESPONSE: Texas Sea Grant collaborated with the Texas Parks and Wildlife Department to pioneer a simple but powerful restoration technique. The Sheldon-Sipocz wetland restoration method uses high-quality historical photography to locate potholes buried by land-leveling associated with rice farming, which has been the single largest source of wetland loss. Buried pothole soils are re-exposed; Texas Sea Grant-led volunteers build rescue collections of appropriate native wetland plants and install these species in the re-excavated wetlands. Texas Sea Grant hosted 52 restoration workdays for Texas Master Naturalists on the Wetlands Restoration Team, 12 workdays with local inner-city high school students from six schools, who were mentored by TMN volunteers, and two Wetland Field Days attended by approximately 50 natural resource professionals.

RESULTS: Because the restoration takes place in a re-exposed native soil, restoration success rates are near 100 percent. To date, 136 acres of coastal prairie potholes at Sheldon Lake State Park have been restored using this method, including 6 acres in 2012. During 2012, 1,392 volunteer hours of restoration work and 28,747 native plants, including more than 40 species, were installed. The Sipocz-Sheldon method is becoming the preferred technique for coastal restoration and is being adapted by agencies and private restoration groups across the area.

RECAP: Texas Sea Grant pioneered a successful new wetland restoration technique, the Sheldon-Sipocz method, to restore rare coastal wetland habitat while educating inner-city youth on the value of coastal plain wetlands in Texas.

Tips

- Accomplishments vs Impacts
- Verifiable
- Tense
- Timescale
- Defined Sea Grant Role
- Lay Audience
- Articulate the Significance
- Stand Alone

How to make good impacts better

TITLE: Arizona Direct Seafood

RELEVANCE: With the guidance and assistance of Arizona Sea Grant, the Pima County Commission along with various public and private partners, created the Tucson Desert Seafood Initiative – a web-based market-to-table marketing project to help revitalize the local seafood community, which had been devastated by sandstorms. The successes of this project led to funding from the Desert States Marine Fisheries Commission to create Arizona Direct Seafood.

RESPONSE: Arizona Sea Grant created four regional websites connecting local fishermen directly to consumers interested in purchasing their fresh catch.

RESULTS: Extension agents recruited approximately 50 area fishermen, docks and seafood retailers to create on-line profile pages and interact directly with potential customers via “Fresh Catch” message posts. With approximately 10,000 unique visits per month (and growing), and the use of social media and call-to-action newsletters, the programs run by each region’s extension agent has achieved significant impact and helped create market demand for local fresh seafood product resulting in up to 100 percent increase in sales price over dock price for large desert seafood. The impact on the local economy is significant and has provided a path to move the local catch from the commodities market to the consumer market and created links to bring urban consumers to the waterfront. Relationships are developing and commercial fishermen are taking pride in their chosen profession. Coastal communities are harvesting tourism dollars from these new urban visitors via the creation of Seafood Farmers Markets and other Eco-tourism opportunities.

RECAP: Arizona Sea Grant helped create the Tucson Desert Seafood Initiative, which has expanded statewide as Arizona Direct Seafood and has helped generate market demand for local fresh seafood products, resulting in a 100 percent increase in sales price for large desert seafood.

How to make good impacts better

TITLE: Arizona Direct Seafood Initiative increases large desert seafood sales by 100%

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How to make good impacts better

TITLE: Multi-trophic aquaculture launched in the Gila River, AZ

RECAP: A new model for integrated multi-trophic aquaculture of cavefish and mussels has been accepted by the EPA, one that will benefit both regional fishermen and water quality.

RELEVANCE: The Arizona fishing industry has suffered economically due to reduced landings and changing federal regulations, and fishermen are exploring strategies that can sustain their heritage.

RESPONSE: Arizona Sea Grant and UAZ have been investigating small-scale, multi-trophic aquaculture in the Gila River. By integrating the production of cavefish and mussels on the same platform, fishermen can culture two products for sale while having minimal impact to the ecosystem. Initial permitting was established through AZ Fish and Game at six sites. However, the EPA stopped the process due to concerns about adding nitrogen to the already nitrogen impaired river. AZSG engaged state and federal agencies, conducted literature searches and calculated nitrogen mass balance models based on the cavefish/mussel aquaculture concept.

RESULTS: The EPA granted UAZ permission to demonstrate the project in 2012. Eight local fishermen were brought on to learn and participate. The project produced 1254 pounds of cavefish, which sold for \$6 a pound at seafood markets in AZ. Ten million wild mussel spat were collected on the cage platform and are now in growout. Expected harvest weight is 7.5 tons by late summer 2013. In the river, nitrogen input from the cavefish was 103 pounds, while nitrogen absorption and retention from the mussels will be 200 pounds. Therefore the mussels will remove almost twice the nitrogen from the river than the cavefish added to it. This new culture method will help establish a permitting process for aquaculture in the southwest, and will also create new sources of sustainable, local seafood, employment and help fishermen diversify into seafood production while still fishing.

How to make good impacts better

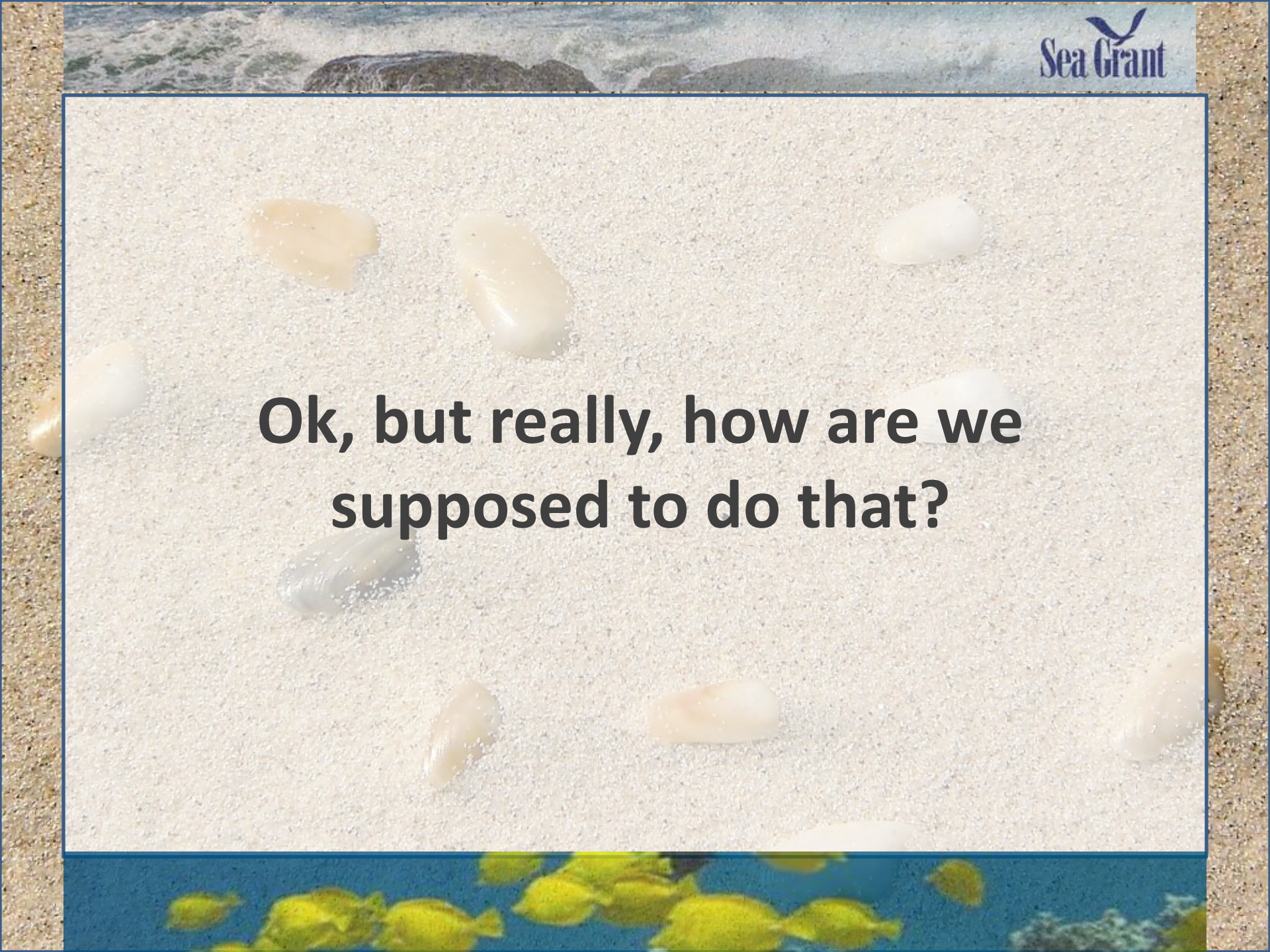
TITLE: **Multi-species** aquaculture in Gila River, AZ **benefits fishermen and water quality**

RELEVANCE: The Arizona fishing industry has suffered economically due to reduced landings and changing federal regulations, and fishermen are exploring strategies that can sustain their heritage.

RESPONSE: Arizona Sea Grant and UAZ have been investigating small-scale, multi-trophic aquaculture in the Gila River, **which introduces two or more species that eat at different places in the food chain**. By integrating the production of cavefish and mussels on the same platform, fishermen can culture two products for sale while having minimal impact to the ecosystem. Initial permitting was established through AZ Fish and Game at six sites. However, the EPA stopped the process due to concerns about adding nitrogen to the already nitrogen impaired river. AZSG engaged state and federal agencies, conducted literature searches and calculated nitrogen mass balance models based on the cavefish/mussel aquaculture concept.

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RECAP: A new model for **multi-species** aquaculture of cavefish and mussels has been accepted by the EPA, one that will benefit both regional fishermen and water quality.

The background of the slide is a composite image. The top portion shows a beach with light-colored sand, several dark rocks, and gentle waves. The bottom portion shows a school of small, bright yellow fish swimming in clear blue water. A large, semi-transparent white rectangle with a thin blue border is centered over the sand area, containing the text.

**Ok, but really, how are we
supposed to do that?**



Anatomy of an Impact

<https://www.altoona.psu.edu/academics/www/mns/bioal/crayfish/crayfish/setup1.jpg>

Nancy Balcom
Connecticut Sea Grant
May 1, 2014

Anatomy of an Impact:

Prepping the Specimens

- Throughout year, staff members send anecdotes, program information, copies of warm & fuzzy emails, grant progress reports, press clippings, etc. for my annual report file
- Research coordinator provides progress and final reports from research and development grants
- Material received is reviewed and grouped by its promise as accomplishment or impact
- In theory *and sometimes actually in practice*, I start to draft impact statements and accomplishments as material is received

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Web tool assists with landscaping for shoreline protection

By [Jan Ellen Spiegel](#)

Wednesday, September 25, 2013

Email Follow [@janellens](#)

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Madison — Heather Crawford



Madison immediately after Hurricane Irene (on right) and two years later photo by Heather Crawford.

midday watering -- was e.

RELATED LINKS

so the waves were th," she said, explaining nd the property beyond ing people that live on thing to do."

But the



Connecticut's trouble with seawalls

From: [Van Patten, Margaret](#)
 To: [Dequise, Sylvain](#); [Balcom, Nancy](#); [Pomeroy, Robert](#)
 Cc: [Ebbin, Syma](#)
 Subject: National Ocean Economics Program placement
 Date: Tuesday, September 10, 2013 1:11:22 PM
 Attachments: 71A88FA2-CHF3-49F7-8556-10F1876DA2B(4).png

All,
 I wrote to the National Ocean Economics Program people, <http://www.oceaneconomics.org/> at economic evaluation study of Connecticut's coastal economy, and the director said they would I think it's a great placement -- if you look around the site you'll see many valuation studies and resources for looking at coastal and ocean economies in the US and globally as well.

Peg
[Trimm, Craig](#) - FSA, [Hill, Terry](#) - FSA, [Niner, Kay](#) - FSA, [McGlynn, Dan](#) - FSA, [Jensen, Gary](#) - [GJENSEN@nifa.usda.gov](#), [David Carey](#) - [daycarey@snet.net](#), [Jette, Marsha](#) - FSA, [Tollard, CT](#) - [Marsha.Jette@ct.usda.gov](#)
Subject: RE: NAP shellfish values

Tessa,

The information that you and Bob pulled together on shellfish pricing has been extremely helpful. Currently we are in the process of comparing what you have provided on the various sizes to what individual States established to determine whether or not we should override what States have as established prices so that we have consistency versus provide the information to the States so they can use it as a price resource. Our current policy requires State Committees to establish average market prices however I believe what you have provided is most-likely our best resource. Also, it is our understanding that marketable shellfish also include sizes greater than 50 mm. To accommodate those marketable sizes I would like to ask a favor of you and Bob to continue to assist us in trying to establish market prices up to 80 mm in size. That is, if you concur that marketable sizes can include up to 80 mm in size.

Regarding our NAP policy change, currently we have a decision memorandum going through final clearance for signature addressing the addition of on bottom culture as an acceptable practice for NAP.

After contacting the Connecticut State FSA Office regarding the producer in question, it is my understanding that the Connecticut State Committee requested that the State Specialist request from the producer supporting documentation to validate beginning inventory of mollusk prior to the disaster event. This letter was sent on November 20, 2012, and the State Office has received no response back from the producer. I have

Hi Bonnie, Mike:

wanted to let you know that earlier this week, Tessa and Anoushka were among those receiving the Northeast Sea Grant Consortium Outstanding Outreach Group Award for their contributions to the Lobster Trade Adjustment Assistance for Farmers program. Along with Maine, Massachusetts, New Hampshire and Rhode Island extension colleagues, they worked with Connecticut lobstermen to submit the application to ensure CT lobstermen were eligible for the program. They then developed and offered introductory workshops to ensure that CT lobstermen became aware of and provided assistance to them as they worked their way through the various phases of the program. Anoushka developed an online course called Alternative Enterprises, which was one of the two most popular online courses of this effort. This workshop was also offered by Anoushka in both MA and ME as well. Of the 4000 eligible lobstermen from the Northeast, more than 84% (including ~ 70 from CT) completed the required hours of online or in-person training and met with a business consultant to develop business plans. Curtis Mahnen of the Center for Farm Financial Management, University of Minnesota, presented survey results of the lobstermen participating in the program at our regional meeting, adding his congratulations for a job well-done. Don Tilman, the TAA Coordinator for the Northeast Region, from the University of Delaware, and Lori Wolinski, the Director of the Northeast center for Risk Management Education were also present.

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www.seagrant.uconn.edu

Connecticut Sea Grant celebrates 25 years of excellence in research, outreach and education!
 <image003.jpg>

Anatomy of an Impact:

Making the First Cuts

- Review previous impacts to see if critical updates can / should be made
- Review previous accomplishments to see if anything is impact fodder now
- Draft potential impact statements
 - Work with staff member(s) / researchers to dig for relevant information that helps demonstrate / defend impact and separates it from simply being an accomplishment
 - Follow-up or request staff follow-up with industry / resource managers* / others
 - Seek additional data / feedback / clarification* from researchers and development grant recipients
 - Follow NSGO guidelines for format
- Send drafts to Communicator and other staff to review for content accuracy and completeness, readability, relevance, appropriateness, partners

Connecticut Sea Grant continues successful outreach partnership with Coast Guard Auxiliary on marine invasive species

≤ 250 words;
third person

CONCISE & DESCRIPTIVE
TITLE: 120 characters
with spaces

RELEVANCE: Improper disposal of live bait can play a role in transporting marine species to new waterways. An EPA - [Connecticut Sea Grant \(CTSG\)](#) research project investigated the potential for the brown seaweed, *Ascophyllum nodosum*, harvested from the coast of Maine and packaged with the bait worm, *Nereis virens*, to serve as a vector for marine invasive species. The results found 13 species of macroalgae and 23 species of invertebrates associated with purchased bait boxes. Two species of potentially toxic marine algae, previously unidentified in Long Island Sound, were found both prior to and after incubation at various temperatures, indicating these HABs are brought to and can survive in receiving waters.

RESPONSE: An outreach program was initiated by CTSG in collaboration with resource managers, US Coast Guard Auxiliary (USCGAUX), bait retailers and New York Sea Grant [to educate coastal anglers and boaters about best management practices that minimize the movement of marine organisms](#). The program was conducted in 2011 and 2012.

RESULTS: Key outreach messages were shared with coastal boaters and anglers at industry shows and bait retailers, and during courtesy vessel inspections; stickers, key chains, magnets, and signs posted at boat ramps and marinas were also used. In 2012, the USCGAUX in one Division alone discussed the reasons not to dump bait overboard with more than 400 boaters and during 500 program visits to various marinas, bait retailers, and marine dealers. Surveys of 395 boaters and anglers in 2011 and 2012 were completed. [Responding to open-ended questions, 95.7% of 231 anglers indicated they disposed of unused live bait and 96.4% of 226 anglers disposed of the seaweed packing material in ways that minimized risks. Only 11% of 359 boaters or boater/anglers could not name a way to avoid accidentally transporting organisms via their boats. In addition, from 2011 to 2012, familiarity with the outreach materials improved from 15-16% recognition and ability to name where and in what form they had been seen, to between 59 and 63% recognition. During 2012, the USCGAUX was mentioned by boaters and anglers as a source of information by about 15% of those interviewed, up from 0% in 2011.](#)

RECAP: [Connecticut Sea Grant](#) outreach partnership with the US Coast Guard Auxiliary successfully brings key educational messages on how to prevent the introduction and spread of aquatic invasive species to coastal boaters and anglers.

So
what?
Who
cares?

RECAP: ≤ 500
characters with
spaces

Connecticut Sea Grant partners on coastal riparian landscaping guide to reduce future salt spray and inundation losses

RELEVANCE: Two major storms cost Connecticut coastal residents \$1000s in damaged landscaping. Flooding killed plants and shrubs immediately; salt spray traveling up to two miles inland damaged or killed grass, shrubs and trees over ensuing weeks. In the absence of deeper rooted riparian buffers, shallow-rooted lawns eroded and septic systems were exposed.

RESPONSE: With EPA support, **Connecticut Sea Grant (CTSG)** partnered with the UConn Center for Land Use Education and Research to produce the web-based tool, Coastal Riparian Landscaping Guide for Long Island Sound (<http://clear.uconn.edu/crlg/index.html>). Based on exposure, level of protection, and property slope, landscape layouts and native coastal plants are suggested. The layouts, produced by a UConn landscape architecture graduate student, enhance storm protection while maintaining water views and access. Information on riparian corridors and how to prep, plant and maintain a site is provided. A CTSG coastal planting publication serves as a complementary resource for re-planting storm-damaged landscapes (<http://s.uconn.edu/1m7>).

RESULTS: State planners use and promote the tool to local officials. The Nature Conservancy and Avalonia Land Conservancy used it for coastal invasive plant control and re-vegetation guidance. A Bridgeport garden club identified appropriate vegetation for their Ash Creek Estuary master plan with it. Clean Up Sound and Harbors and Mystic YMCA are using it to address an eroding bluff problem. A Guilford beach association is referring to the guide to choose plants for uplands. In 12 months post-Sandy, the planting publication was downloaded 4,559 times; Connecticut's largest nursery association shared it with members to help refine native plant inventories.

RECAP: Homeowners, resource managers, NGOs and beach associations are employing **Connecticut Sea Grant** web-based tools to help minimize future coastal landscaping losses caused by salt spray, flooding, and erosion.



Impact?

Anatomy of an Impact:

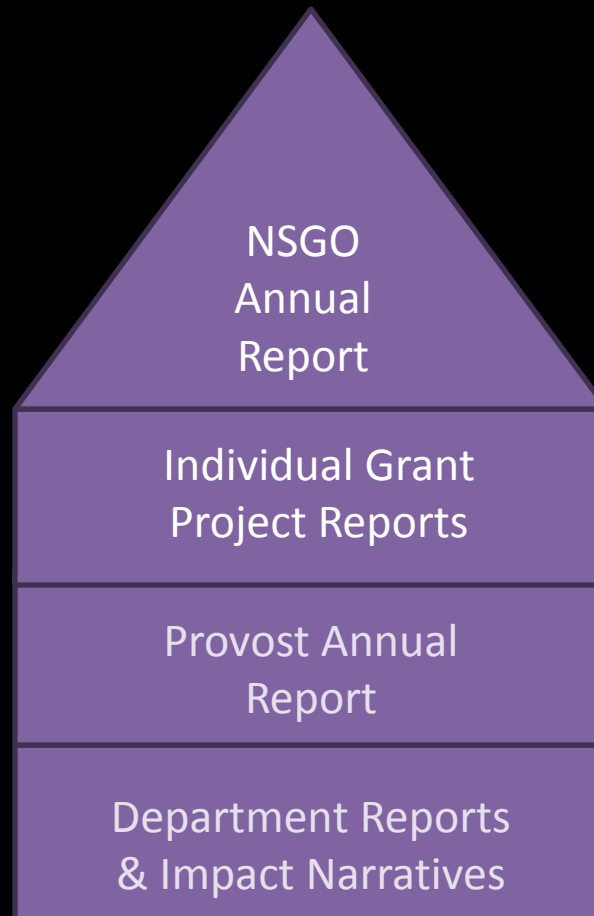
Closing Up

- Impacts have to pass the “straight face” test
- Choose impacts to submit*
- Vetted impacts are uploaded into PIER
- Impact (and accomplishment) statements are incorporated by Communicator into Year in Numbers report for University administration, advisory boards, legislators, etc.
- Also used for web site, press stories, basis for Wrack Lines articles

So, why doesn't everyone at Connecticut Sea Grant write impact statements?

- One of primary responsibilities as CTSG AD is to produce the annual report (dedicated time)
- One person means
 - consistent tone, format
 - avoiding necessity of re-writing someone else's content to get consistent tone & format (wasting everyone's time)
 - avoids necessity of re-writing impacts that are actually accomplishments (wasting everyone's time)
 - staff have more time to “do” so we have more to report
 - communicator and staff provide fresh / objective look at drafts

*"We hates reporting, my precious...
why must we do it?"*



It's like eating veggies when we were kids – because it's good for us!

- Sea Grant's version of a shameless commerce division™
 - ❖ *Why not? Who else will toot our conch shell?*
- Marketing shtick
 - ❖ *Do we want to remain a great program nobody ever heard of?*
- Pushes us to develop a bunch of accomplishments into impacts
 - ❖ *At the end of the day-month-year-decade, we've accomplished something meaningful*
- Forms a national ice cream cake out of 33 local flavors
 - ❖ *We are local, yet we have strength in numbers*
- Visibility, visibility, visibility
- Decent recent funding levels
- And yup, accountability

SEA GRANT PUBLIC SEARCH

SEA GRANT PROJECTS SEARCH

[HTTP://SEAGRANT.NOAA.GOV/WHATWEDO/PROJECTS.ASPX](http://seagrants.noaa.gov/whatwedo/projects.aspx)

SEA GRANT IMPACTS AND ACCOMPLISHMENT SEARCH

[HTTP://SEAGRANT.NOAA.GOV/WHATWEDO/IMPACTSANDACCOMPLISHMENTS.ASPX](http://seagrants.noaa.gov/whatwedo/impactsandaccomplishments.aspx)




Sea Grant